

## ORDER



**Orders**  
**Order / Rev:** 36714  
**Alt Order #:** 07911333  
**Product Desc:** TN SEN REP CAUCUS  
**Estimate:**  
**Flight Dates:** 10/12/12 - 10/16/12  
**Original Date / Rev:** 10/10/12 / 10/10/12  
**Order Type:** GENERAL

WTVF

**Primary AE:** Fran Berg  
**Sales Office:** WADC  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K Street NW #200  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Tennessee Senate Republican Caucus  
**Demographic:** A35+  
**Product Codes:** PO04  
**Priority:** P2  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 10/31/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	18	\$20,440.00	\$17,374.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$20,440.00	\$17,374.00	0.00
<b>Totals</b>	<b>18</b>	<b>\$20,440.00</b>	<b>\$17,374.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WTVF	35%	\$20,440.00
Market	100%	\$58,400.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	65%	\$37,960.00
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	0%	\$0.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WSMV	0%	\$0.00
WUXP	0%	\$0.00
WZTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTVF	10/16/12	10/16/12	M-F 6a-7a	CM	6a-7a	-T-----	:30	1	\$740.00	P2	0.00	NM	1	\$740.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----			1			\$740.00		0.00			
E 2	WTVF	10/12/12	10/12/12		CM	3p-4p	----F--	:30	1	\$500.00	P2	0.00	NM	1	\$500.00

Order / Rev: 36714  
 Alt Order #: 07911333  
 Flight Dates: 10/12/12 - 10/16/12

Advertiser: Tennessee Senate Republican Caucus  
 Product Desc: TN SEN REP CAUCUS  
 Estimate:

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 3p-4p M-F 3p-4p ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$500.00 0.00														
E 3	WTVF	10/12/12	10/12/12	M-F 4p-430p M-F 4p-430P	CM	4p-430p ----F--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$600.00 0.00														
E 4	WTVF	10/16/12	10/16/12	M-F 4p-430p M-F 4p-430P	CM	4p-430p -T-----	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$600.00 0.00														
E 5	WTVF	10/12/12	10/12/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p ----F--	:30	1	\$900.00	P2	0.00	NM	1	\$900.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$900.00 0.00														
E 6	WTVF	10/15/12	10/16/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p MT-----	:30	2	\$900.00	P2	0.00	NM	2	\$1,800.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MT----- 2 \$900.00 0.00														
E 7	WTVF	10/12/12	10/12/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p ----F-- (6:00 PM-6:30 PM)	:30	2	\$1,000.00	P4	0.00	NM	2	\$2,000.00
6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 2 \$1,000.00 0.00														
E 8	WTVF	10/15/12	10/16/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p MT----- (6:00 PM-6:30 PM)	:30	2	\$1,000.00	P4	0.00	NM	2	\$2,000.00
6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MT----- 2 \$1,000.00 0.00														
E 9	WTVF	10/12/12	10/12/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p ----F-- (6:30 PM-7:00 PM)	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
630P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$1,000.00 0.00														
E 10	WTVF	10/12/12	10/12/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-30	CM	10p-1035p ----F--	:30	1	\$1,700.00	P2	0.00	NM	1	\$1,700.00
10P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$1,700.00 0.00														
E 11	WTVF	10/15/12	10/16/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-30	CM	10p-1035p MT-----	:30	2	\$1,700.00	P2	0.00	NM	2	\$3,400.00
10P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MT----- 2 \$1,700.00 0.00														
E 12	WTVF	10/14/12	10/14/12	Sun News 530p-6p Su 530p-6p	CM	530p-6p -----S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SUN 530P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$500.00 0.00														
E 13	WTVF	10/14/12	10/14/12	Sun CBS Prime 6p-7p 60 Minutes	CM	557p-7p -----S	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
60 MIN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$3,000.00 0.00														
E 14	WTVF	10/14/12	10/14/12		CM	10p-1035p -----S	:30	1	\$1,700.00	P2	0.00	NM	1	\$1,700.00

**Estimate:** \_\_\_\_\_

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-Sa 10p-1035p, Su 10p-											
				M-Sa 10p-10-35p, Su 10p-10-30p											
	CSI														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$1,700.00		0.00			
													Totals	18	\$20,440.00

Rep Order# 7911333 Ver# 1 Status New  
EC'd Yes

Traffic Order# 36714  
Printed: 10/10/2012 2:04 PM  
Last Received: 10/10/2012 1:46 PM  
Showing Buylines: All Lines

1 of 2

Station WYVE-TV NASHVILLE TN  
Advertiser ( ) TENN SENATE REP CAUC  
Product TN SEN REP CAUCUS  
Estimate#  
Buyer ANDREA MASSAR  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STREET NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/12/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

CT 10/10/12

--- CONTRACT COMMENT ---

TENN SENATE REPUBLICAN CAUCUS \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	6A-7A	6A NEWS	:30	\$740.00	10/16-10/16	1	1	1	\$740.00	
	2	F	3P-4P	ELLEN	:30	\$500.00	10/12-10/12	1	1	1	\$500.00	
	3	F	4P-430P	4P NEWS	:30	\$600.00	10/12-10/12	1	1	1	\$600.00	
	4	TU	4P-430P	4P NEWS	:30	\$600.00	10/16-10/16	1	1	1	\$600.00	
	5	F	5P-530P	5P NEWS	:30	\$900.00	10/12-10/12	1	1	1	\$900.00	
	6	M-TU	5P-530P	5P NEWS	:30	\$900.00	10/15-10/16	2	1	2	\$1,800.00	
	7	F	6P-630P	6P NEWS	:30	\$1,000.00	10/12-10/12	2	1	2	\$2,000.00	
	8	M-TU	6P-630P	6P NEWS	:30	\$1,000.00	10/15-10/16	2	1	2	\$2,000.00	
	9	F	630P-7P	630P NEWS	:30	\$1,000.00	10/12-10/12	1	1	1	\$1,000.00	
	10	F	10P-1030P	10P NEWS	:30	\$1,700.00	10/12-10/12	1	1	1	\$1,700.00	
	11	M-TU	10P-1030P	10P NEWS	:30	\$1,700.00	10/15-10/16	2	1	2	\$3,400.00	

Buyline Comment: 1/DAY

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Rep Order# 7911333 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/10/2012 2:04 PM  
Last Received: 10/10/2012 1:46 PM  
Showing Buylines: All Lines

2 of 2

Station WTVF-TV NASHVILLE TN  
Advertiser ( ) TENN SENATE REP CAUC  
Product TN SEN REP CAUCUS  
Estimate#  
Buyer ANDREA MASSAR  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STREET NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/12/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	SU	530P-6P	SUN 530P NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	13	SU	6P-7P	60 MIN	:30	\$3,000.00	10/14-10/14	1	1	1	\$3,000.00	
	14	SU	10P-1030P	CSF News	:30	\$1,700.00	10/14-10/14	1	1	1	\$1,700.00	

---REPORT TOTALS---

Report Totals: 18 / \$20,440.00

---SALES MONTHLY TOTALS---

Oct 12: 18 / \$20,440.00  
Sales Totals: 18 / \$20,440.00  
Station Totals: 18 / \$20,440.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$58,400

CABL 0%	CBIA 0%	CBIB 0%	INTA 0%	NCFP 0%
UNKN 65%	WKRN 0%	WNAB 0%	WSMV 0%	WTVF 35%
WUXP 0%	WZTV 0%			

Books null  
Demos RA35+

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Andrea Massar

do hereby request station time concerning the following issue:

Tennessee Senate Republican Caucus

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: TN senate Republican Caucus

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Tennessee senate Republican caucus  
 PO Box 190539  
 Nashville, TN 37219

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; 
 ☒ a committee; 
 ☐ an association; 
 ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/10/12      Andrea Mark      202-337-5700  
 Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
 Signature                      Printed Name                      Title